



<b>Job title</b>	Digital Product Owner
<b>Band</b>	6
<b>Team</b>	Digital, Marketing and Communications
<b>Responsible to</b>	Head of Digital, Marketing and Communications
<b>Responsible for</b>	N/A

## About us

QAA is the UK's independent quality body for tertiary education, and our purpose is to ensure that students and learners experience the highest possible quality of education.

We have changed to meet the evolving needs of a sector that has undergone reform across all nations of the UK. We are the UK's authority on quality and standards, acting as custodian on behalf of the sector of reference points including the UK Quality Code for Higher Education, Subject Benchmark Statements, and the Frameworks for Higher Education Qualifications. Throughout the UK we are the trusted partner of governments and funding bodies. In Scotland, Wales, and Northern Ireland, we work in collaboration with the sector to meet the needs of each nation. In England, our highly successful membership programme provides a rich source of resources to strategic leads, quality specialists and students and learners alike. Globally we are recognised as one of the world's leading quality bodies and support the UK sector as it welcomes international students and extends its reach through transnational education.

We are a remote first organisation and encourage day-to-day flexibility. It's important to us that our working environment enables us to deliver our services in a way and location that provides the best outcomes for our stakeholders and customers and meets their expectations. Alongside this we want individuals and teams to feel empowered to work where, when, and how they want, providing that business needs are met.

The Digital Product Owner role within our Digital, Marketing and Communications team contributes directly to the delivery of the Agency's purpose.

## The role

The Digital Product Owner leads in identifying opportunities and developing digital solutions that solve problems and adds value for our customers, whilst leveraging commercial opportunities. This is a customer-centric role, working to translate the needs of users into digital products and services.

The Product Owner is audience led, gathering a deep understanding of what matters to

customers to design, build, implement and improve a broad range of digital platforms including website, KMS (including CRM integration), social platform, community engagement platforms etc.

The Product Owner sets down and delivers a viable and prioritised roadmap for improvement and optimisation of the Agency's digital estate, which maximises audience satisfaction and supports the Agency's income growth strategy. User experience design is driven from audience and persona mapping, and customer journeys are designed to deliver the agreed value through internal teams and via the Agency's digital partners.

## Key responsibilities

- Drive our digital strategy, with ownership of digital product roadmaps, optimisations and product backlogs to ensure Return on Investment is realised and reported. Craft a product vision for each platform to realise the audience led strategy.
- Conduct user research and usability studies, collaborating with external designers, developers, and research teams throughout the process and drawing upon Agency wide subject matter expertise to deliver exceptional value through our digital channels.
- Participate in market research, validation, and white space analysis to identify opportunities for new or existing features and functionalities to meet and exceed audience needs.
- Collaborate with teams across the agency and 3<sup>rd</sup> party technology / design partners to design, build, test, implement and review the digital product portfolio. This will involve matrix or task management of resources as required.
- Develop and implement data strategies and infrastructure that extract, transform, and load data into an information product where required.
- Manage our digital customer engagement platforms including website, social media channels and CRM, KMS, ensuring consistent use across the organisation where applicable and at all times being audience led.
- Ensure our digital Services and content are optimised for SEO and therefore support the acquisition of new users to our digital platforms. Work with content editors to ensure content is optimised for SEO.
- Ensure appropriate performance insights and analytics are in place to drive the performance, optimisation and continuous improvement of the digital portfolio in line with KPIs.
- Develop the Agency's content management policies and procedures (working closely with Compliance), carrying out regular review and audit to ensure content editors across the Agency are developing, publishing and archiving content in line with these standards.
- Participate in budget discussions with leadership across the Agency and ensure adherence to final budgets.
- Support the Head of Digital, Marketing and Communications to undertake audience and persona mapping work and maintain a current set of personas, aligned with digital platform and content delivery roadmaps / schedules to ensure the Agency's digital products and services align with audience needs in a personalised and value driven manner.
- Support the Product Marketing and Sector Engagement teams to develop positioning and messaging and build value in the Agency's digital offerings

- Foster and maintain productive working relationships with colleagues both within own team and across QAA, emphasising collaboration and the sharing of knowledge. Actively share information and ideas to enhance practice and ensure others are kept informed of progress and developments.

## **Key contacts**

- Director of Business Development and Engagement
- Colleagues across the Agency
- Third Party suppliers
- Members, HE providers and stakeholders, International partners

Our job descriptions provide information about roles and their responsibilities at the date when they were created. They are intended to provide a general overview, and it is important to note that responsibilities and tasks may vary from time to time without changing the general character of the role or the level of responsibility entailed. Such variations are a common occurrence.

## Person specification

Attributes	Criteria	* How measured
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience in digital product management or similar role.</li> <li>• Strong analytical, prioritisation, and negotiating skills.</li> <li>• Experience in user experience, user-centred design, prototyping, wireframing.</li> <li>• Passion for building great products to solve customer and business problems.</li> <li>• Experience of web, content management systems, mobile and KMS technologies, organic SEO, with an understanding of digital marketing.</li> <li>• Experience of third party supplier management and leading multi-disciplinary teams in a matrix management context.</li> </ul>	<p>A</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p>
<b>Qualifications and training</b>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Certification as an Agile Product Manager / Product Owner</li> </ul>	<p>A</p>
<b>Knowledge, skills, and abilities</b>	<ul style="list-style-type: none"> <li>• Sensitivity and understanding of working in a customer and service-focused environment.</li> <li>• Ability to work effectively, as part of a diverse and dispersed team.</li> <li>• Ability to manage own work in a structured and well-planned way.</li> <li>• Strong and effective collaborator, able to work with internal and external delivery teams with exposure of working in a broad matrix of stakeholders regarding strategy and delivery of a digital products.</li> <li>• Leverage data to ensure the right decisions are made regarding the prioritisation of product backlogs, product roadmap definition and innovation.</li> <li>• Knowledge and use of optimisation tools and A/B testing to evolve a digital web portfolio.</li> <li>• Google Analytics.</li> <li>• Fully computer literate, comfortable with and experienced in using word processing, spreadsheets, CRM, internet, and email applications.</li> <li>• Interest in and commitment to the sector.</li> <li>• A thorough understanding of data protection and best practice.</li> <li>• Good understanding of how digital technology can be used to drive and deliver organisational objectives.</li> <li>• Excellent analytical, organisational, and communication skills for working with a multi-disciplinary team to deliver digital products and services.</li> </ul>	<p>I</p> <p>A, I</p> <p>A, I</p> <p>A, I</p> <p>I, T</p> <p>I</p> <p>A, I</p> <p>I, T</p> <p>I</p> <p>A, I</p> <p>A, I, T</p> <p>A, I, T</p>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• A willingness to work flexibly with a 'can-do' approach.</li> <li>• Contribute to a positive and inclusive remote work culture.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Open minded and adaptable to new ways of working.</li> <li>• Show initiative to meet the needs of QAA.</li> <li>• Demonstrate the highest standards of workplace ethics, honesty and integrity that inspires trust and confidence.</li> <li>• Ensure the image of QAA is represented in a positive, supportive, and professional manner.</li> <li>• Highly motivated and able to work in an agile environment.</li> <li>• Proactive and self-motivated.</li> <li>• Interested in professional development and continuous improvement.</li> <li>• Ability to demonstrate, understand and apply our ways of working.</li> </ul>	
<b>Location</b>	Flexible (providing it is within the UK) with some travel within the UK and, potentially, international travel.	

**\*A: Application; I: Interview; T: Interview Task**

**Date: September 2024**